

FACULTY OF BUSINESS ADMINISTRATION

Hotel and Tourism Management

Course List

<i>Code</i>	<i>Course Title</i>	<i>Unit</i>
Required Courses		
ACY 1111	Introductory Financial Accounting	3
ACY 1112	Management Accounting for Decision Making	3
DSE 1021	Basic Quantitative Methods for the Hospitality and Tourism Industry	3
DSE 1031	Basic Economics for the Hospitality and Tourism Industry	3
DSE 2050[3050]	Information Systems and E-Commerce	4
FIN 2010	Financial Management	3
HMG 1010	Management of Hospitality Business	3
HMG 1091/1092	Distinguished Speaker Series I/II	0/1
HMG 1093/1094	Distinguished Speaker Series III/IV	0/1
HMG 1095/1096	Distinguished Speaker Series V/VI	0/1
HMG 3010	Management of Lodging Facilities	3
HMG 3020	Hospitality Organization Behaviour	3
HMG 3030	Hospitality Real Estate	3
HMG 3040	Service Business and Hospitality Law	3
HMG 3050	Travel and Tourism Management	3
HMG 3060	Service and Hospitality Quality Management	3
HMG 3070	Food and Beverage Management	3
HMG 3080	Hospitality Facilities Planning and Design	3
HMG 4110	Information Technology for Service Industry	3
HMG 4800	Hospitality Strategic Management	3
HMG 4900	Fieldwork and Internship	3
MGT 2040	Human Resource Management	3
MKT 2010	Marketing Management	3
Elective Courses		
HMG 4010	Human Resources Planning and Staffing for Hospitality Business	3
HMG 4020	Hospitality Real Estate Finance	3
HMG 4030	Hospitality Sales Force Management	3
HMG 4040	Financial Management and Cost Control for Hospitality Organizations	3
HMG 4050	Franchising and Multi-unit Management in the Hospitality Industry	3
HMG 4060	Property Investment and Feasibility Study	3
HMG 4070	Services Marketing	3
HMG 4080	Training and Development for Service Business	3
HMG 4090	International Hospitality Business and Management	3
HMG 4100	Real Estate Valuation	3
HMG 4130	Entrepreneurship in the Hospitality Industry	3

[] *Old course code used in 2002-03 and before.*

HMG 4140	Marketing Research for Service Industry	3
HMG 4501	Global Hotel Chain Management	1
HMG 4502	Leadership Excellence	1
HMG 4503	Airline Management	1
HMG 4504	Theme Park Management	1
HMG 4505	Convention, Exhibition and Event Management	1
HMG 4506	Pre-opening of a Hotel Property	1
HMG 4507	Hotels Association and the Development of the Hotel and Tourism Industries	1
HMG 4508	Beverage Management	1
HMG 4509	Seminar in Franchising and Multi-unit Management in the Hospitality Industry	1
HMG 4510	Hotel Development	1
HMG 4511	Cruise Line Management	1
HMG 4512	Club Management	1
HMG 4513	Hospitality Properties Mergers and Acquisitions	1
HMG 4514	Seminar on Managing Wine	1
HMG 4700	Business Negotiation for Service Business	3

Course Description

(Unless otherwise specified, all are 3-unit term courses of three hours of lecture per week.)

Required Courses

(For the course descriptions of DSE 3050, FIN 2010, MGT 2040 and MKT 2010, please refer to the Integrated BBA Programme, and for ACY 1111 and 1112, please refer to the Professional Accountancy Programme.)

DSE 1021

Basic Quantitative Methods for the Hospitality and Tourism Industry

1st term

This course introduces statistical and operation methods appropriate to the hospitality industry, which include descriptive statistics, probability, correlation and regression, forecasting, decision analysis, quality control, and hotel yield management. Each method will be discussed using examples related to the hospitality industry.

DSE 1031

Basic Economics for the Hospitality and Tourism Industry

1st term

This course is to provide the students with a basic understanding of the economics of the firm as well as macro-economics. The market forces of demand and supply as well as the firm's price and output decision under various forms of market structure will be analysed. In addition, national income, international trade theory, commercial policies, and foreign exchange market will be treated briefly. Economic applications that are particularly relevant to the hospitality industry will be emphasized.

HMG 1010

Management of Hospitality Business

1st term

This course is an overview of the historical development of the hospitality industry. The philosophy of business operations and the framework of decision-making process will be introduced as it applies to the management in the hospitality industry, its scope, and form of organization. The segments, discipline, career opportunities, and current issues facing the

hospitality and tourism industries will be discussed in details. In addition to hotel, restaurant and tourism management, this course also addresses issues related to resort, condominium, club, casino/gaming, meeting and convention, and airline management. Executives in the hospitality or allied fields will be featured as guest speakers. Students are expected to attend occasional meetings outside normal class hours for site visits and other relevant industry-related activities.

HMG 1091/1092

Distinguished Speaker Series III

0/1 U; 1st term/2nd term

The first and second courses in the series. To keep abreast of the development that affects current managerial practices, industry executives of the hospitality, tourism, real estate and service related industries are invited as speakers to address the opportunities and challenges facing their respective fields. These courses provide a unique opportunity for successful industry leaders to share their visions, experiences and views regarding successful management styles, critical industry-related issues, identify career paths and offer career aspirations to the students in the programme.

HMG 1093/1094

Distinguished Speaker Series III/IV

0/1 U; 1st term/2nd term

The third and fourth courses in the series. To keep abreast of the development that affects current managerial practices, industry executives of the hospitality, tourism, real estate and service related industries are invited as speakers to address the opportunities and challenges facing their respective fields. These courses provide a unique opportunity for successful industry leaders to share their visions, experiences and views regarding successful management styles, critical industry-related issues, identify career paths and offer career aspirations to the students in the programme.

HMG 1095/1096

Distinguished Speaker Series V/VI

0/1 U; 1st term/2nd term

The fifth and sixth courses in the series. To keep abreast of the development that affects current managerial practices, industry executives of the hospitality, tourism, real estate and service related industries are invited as speakers to address the opportunities and challenges facing their respective fields. These courses provide a unique opportunity for successful industry leaders to share their visions, experiences and views regarding successful management styles, critical industry-related issues, identify career paths and offer career aspirations to the students in the programme.

HMG 3010

Management of Lodging Facilities

1st term or 2nd term

This course introduces students to the principles of hotel management. It contains an overview of organization, function, and management of lodging operation. The discussion will focus on the inter-relationships among stakeholders of a lodging facility - guests, managers, owners and employees. Special emphasis will be on the integration of the various departments of a hotel facility, i.e. Rooms, Front Desk, Sales, Food and Beverage (F&B), Purchasing, Housekeeping, Engineering and Maintenance, etc., to ensure customer satisfaction while maximizing the return on investment. Students will be exposed to computing applications specific to the hotel industry. Hotel security, guest safety as well as total quality issues will

also be discussed. Prerequisite: HMG 1010.

HMG 3020

Hospitality Organization Behaviour

1st term or 2nd term

This course examines the determinants and consequences of human behaviour in the formal organizations. Specific focus is on the individual, interpersonal, and group processes, which underlie all the human dynamics. Specifically, it provides an in-depth study in the understanding and modification of human behaviour in hospitality organizations, and practical tools for accomplishing personal and organizational goals. Prerequisite: MGT 2040.

HMG 3030

Hospitality Real Estate

1st term

This course is designed to encourage students to think about hospitality properties as real estate, and to a lesser extent, operating business. Specific objectives are: to recognize the importance of valuing real estate, which involves an understanding of the determinants of value and an awareness of contemporary hospitality valuation issues; and to learn how properties are managed, leased, franchised, bought, sold, and financed to increase the wealth of the property owners. Prerequisite: FIN 2010.

HMG 3040

Service Business and Hospitality Law

1st or 2nd term

This course seeks to provide an introduction to the institutions, doctrines and methodology of the law in the context of the hospitality business. To this end, the course will begin with an examination of the legal system of the Hong Kong SAR before proceeding to encompass a selection of topics in business and hospitality law such as the law relating to contract, agency, employment and the sale of goods and torts (e.g., negligence and occupier's liability). Prerequisite: HMG 1010.

HMG 3050

Travel and Tourism Management

1st term or 2nd term

This course is an overview of the travel and tourism industry's management issues, professional opportunities, marketing concepts, planning and development strategies and its relevance to the geography of travel, transportation issues and travel service. Different aspects of tourism, including origin and destination flow models, tourist profiles, demand and supply interaction, and barriers to travel are explored and analysed. Emerging concepts such as eco-tourism, heritage tourism, adventure tourism, sustainable tourism, etc., will also be examined. Prerequisite: HMG 1010.

HMG 3060

Service and Hospitality Quality Management

1st term or 2nd term

This course is an analysis of management issues related to service culture, quality control and organizational performance in the hospitality industry. It introduces principles of microeconomics and how they apply to managers of enterprises associated with the hospitality industry. Emphasis will be placed on issues relating to the total quality management in the service industries. The interactions among affect, cognition, behaviours, and environment

events that are important to the service operation of hospitality industry will also be examined. Prerequisite: HMG 1010.

HMG 3070

Food and Beverage Management

2nd term

This is a course that examines the principles of food and beverage management. It begins with an overview of the food service industry and the specific disciplines of food service distribution. Current issues in food safety and sanitation procedures that affect managerial decisions in hospitality industry will be discussed. Detailed considerations are given to the components of the food service system: marketing, menu planning, purchasing, logistical support, guest service, controls, and quality assurance. Students will also learn through visits to restaurant operations, analyse the restaurant's concept (market), organization, ownership, management, physical structure, staff, front- and back-of-the-house operations, and fiscal integrity. Prerequisite: HMG 1010.

HMG 3080

Hospitality Facilities Planning and Design

1st term or 2nd term

The layout and design of hospitality facilities affect profitability in two basic ways: by influencing direct and indirect operational costs and creating an environment which meets, or fails to meet, consumers' needs and expectations. This course introduces concepts and practices needed to plan, design and manage hospitality facilities profitably. Topics include budgeting and feasibility analysis, physical planning, selection of furniture, fixtures and equipment, and project management. Prerequisite: HMG 1010.

HMG 4110

Information Technology for Service Industry

1st or 2nd term

This course introduces students from a management perspective to the state-of-the-art technology-based systems used in the service industry, which enhance guest service and support management decision-making. Key issues in information-technology investment and management will be explored. Prerequisite: DSE 3050.

HMG 4800

Hospitality Strategic Management

1st term or 2nd term

This course focuses on analysis, planning, change, and implementation issues associated with strategic management. It explores business missions, action plans, and evaluations of a hospitality organization. The emphases are on the value of analysing environments and formulating strategies linked to environmental conditions, and defending against organization weaknesses. Students learn how to engage in high-quality planning by examining situations from the perspectives of the customer, the employee, and management. Cases involving hospitality industry organizations are analysed extensively. Prerequisites: HMG 3010, 3050, and 3070.

HMG 4900

Fieldwork and Internship

1st term

The objectives of this course are: 1) to ensure that students are acquainted with actual hospitality working conditions, 2) to supplement theoretical and academic subject matter with practical experience, and 3) to guide students in selecting permanent employment upon graduation.

There are two parts to this course: the internship where the students will engage in practicum experience in the hospitality industry, preferably during the summers before their graduation; the senior portfolio where the students will identify relevant industry issues and provide recommendations. This course will also provide students an excellent opportunity for team building and problem solving skills. Students are expected to attend field trips or study tours of the relevant industry sites. Students are also expected to conduct a project in their respective concentration areas. Prerequisite: HMG 1010 and successful completion of the Summer Internship I and II.

Elective Courses

HMG 4010

Human Resources Planning and Staffing for Hospitality Business

1st or 2nd term

This course focuses on managing people in the workplace. It addresses issues of human resources planning and staffing and substantive issues or situations to be faced as future hospitality managers, including the relationship between selection and recruitment, compensation and benefit activities and job design, motivation, and reward structure. Students will also learn the major theoretical and practical issues associated with programme design, development, implementation, and evaluation of hospitality human resources programme. Prerequisite: MGT 2040.

HMG 4020

Hospitality Real Estate Finance

1st or 2nd term

This course discusses the methods of real estate finance for hospitality-oriented projects. The topics include methods of measuring rates of return of both properties and securitized real estate; feasibility and appraisal processes; equity and debt-financing vehicles; form of operating agreement; workout strategy for distressed properties; and ethical issues of real estate development. Prerequisite: FIN 2010 or HMG 3030.

HMG 4030

Hospitality Sales Force Management

1st or 2nd term

Students will learn through class discussion and practical application on how to establish a working sales office system for hotels and other sectors in the service industry. Concepts addressed include developing product and service knowledge, seeking out prospects, applying selling techniques and improving communication skill. Unique characteristics of the service industry will be stressed. Students will understand the effective use of a variety of marketing communication media, including advertising, sales promotion, and public relation. Prerequisite: MKT 2010.

HMG 4040

Financial Management and Cost Control for Hospitality Organizations

1st or 2nd term

This course applies accounting, finance, and cost control principles to the hospitality industry. The focus of this course is to provide future hospitality managers with the ability to add value and to handle the unique problems regarding financial management and cost control in this industry. Special emphasis will be placed on the estimation of cash flows and asset management related to the hospitality industry. It also provides a detailed analysis of food,

beverage, and labour cost control. Prerequisite: FIN 2010.

HMG 4050

Franchising and Multi-unit Management in the Hospitality Industry

1st or 2nd term

This course discusses the relationship between franchisor and franchisee, advantages and disadvantages of using franchising in the hospitality industry, and the structure of and services offered by franchisors in the hospitality industry. Actual cases of franchising arrangements in the hospitality industry will be used to illustrate the concept. In addition, the organization, administration and evaluation of existing and changing practices, concepts and theories in multi-unit management in the hospitality industry will be examined. Prerequisite: MKT 2010.

HMG 4060

Property Investment and Feasibility Study

1st or 2nd term

This course analyses the impact of the legal, political, and sociological dimensions of an urban area on the demand for and ability to provide space. It studies real estate markets (with an emphasis on hotel property market) at macro, city, neighbourhood, and property-specific levels. Students might need to conduct a feasibility study of a hotel (or other types of project) development. Prerequisite: FIN 2010 or HMG 3030.

HMG 4070

Services Marketing

1st or 2nd term

This course discusses marketing strategies of service firms, new marketing approach, and reformulation of traditional marketing principles. It will also address issues related to international marketing with emphasis on the hospitality and tourism industry. Prerequisite: MKT 2010.

HMG 4080

Training and Development for Service Business

1st or 2nd term

This course examines the theories and skills in personnel training and development. The formulation and implementation of effective policies, systems and programmes for the training and development of manpower at all levels of the hospitality operations are emphasized. Prerequisite: MGT 2040.

HMG 4090

International Hospitality Business and Management

1st or 2nd term

This course provides an overview of the contemporary issues in the international business environment facing multinational service firms in the hospitality and tourism industry. These issues include such topics as: global strategy formulation and implementation; technology challenges; diversity in customers and employees; political and legal concerns; and effective organizational structures for long-term survival and success. Prerequisites: HMG 3010, 3050 and 3070.

HMG 4100

Real Estate Valuation

1st or 2nd term

This course deals with the valuation of property that is typically purchased as an income-producing investment. It covers both the theory and techniques involved in estimating the valuation of the property. The topics include the highest and best use analysis, cost approach, market approach, income approach, Hedonic Pricing Model, leased fee and leasehold valuation,

and valuation of proposed projects. Special emphasis will be placed on hospitality property valuation.
Prerequisite: FIN 2010 or HMG 3030.

HMG 4130

Entrepreneurship in the Hospitality Industry

1st or 2nd term

The hospitality industry is characterized with small business and entrepreneurs. This course will examine the characteristics of small business and entrepreneurs and their economic importance. Development and operation of a small business, including concepts and principles such as franchising, business plans, capital acquisition, venture capital, financial and administrative control, marketing, human resource and operations management will be discussed. Taxation, legal, insurance and ethics in small business will also be addressed. Prerequisite: HMG 1010.

HMG 4140

Marketing Research for Service Industry

1st or 2nd term

Marketing research methods and systematic procedures as it applies to the service industry will be introduced. The gathering and analysing of the information needed to make effective marketing management decisions will be discussed. Prerequisite: MKT 2010.

HMG 4501

Global Hotel Chain Management

1 U; 1st or 2nd term

The course covers topics such as the challenges and opportunities facing global expansion, strategic development of international hospitality projects and international development process.

HMG 4502

Leadership Excellence

1 U; 1st or 2nd term

This course explores different perspectives for hospitality industry success by learning lessons in leadership. Topics include: challenges facing the executives in the development and preserving of professional standards of luxury hotels, managing change, value creation, and importance of hospitality ethics.

HMG 4503

Airline Management

1 U; 1st or 2nd term

This course will provide insights into the dynamics of airline management, including topics on airline organization, airline marketing and distribution networks, and/or airline catering operation and service management.

HMG 4504

Theme Park Management

1 U; 1st or 2nd term

This course will cover areas such as opportunities and challenges facing the theme park industry.

HMG 4505

Convention, Exhibition and Event Management

1 U; 1st or 2nd term

This is the study of the meetings and convention industry. The focus of this course will be on the components and processes involved in developing and conducting meetings and conventions.

HMG 4506

Pre-opening of a Hotel Property

1 U; 1st or 2nd term

The course will cover relevant issues and challenges relating to pre-opening of a hotel property. Topics include project management, market feasibility, concept and theme development, layout and design, financing, recruitment, training of personnel, and locating of suppliers.

HMG 4507

Hotels Association and the Development of the Hotel and Tourism Industries

1 U; 1st or 2nd term

The course will speak from the perspective of the Hong Kong Hotels Association in preparing the industry facing the challenges of the new millennium. Topics will cover hotel trends and new innovations in the hotel industry, changing role of hotel executives, changing requirements and profile of hotel guests, and new service definitions and changing service needs.

HMG 4508

Beverage Management

1 U; 1st or 2nd term

Beverage sales comprise a major source of profit for hospitality operations. This course examines the principles and practices of profitable beverage (alcoholic and non-alcoholic) management in the hospitality industry. Topics covered in the course module include wholesaler-operator relations, purchasing and inventory control, beverage preparation and service, and financial accountability and control.

HMG 4509

Seminar in Franchising and Multi-unit Management in the Hospitality Industry

1 U; 1st or 2nd term

This course discusses selected topics on franchising and multi-unit management. Topics may cover the relationship between franchisor and franchisee, advantages and disadvantages of using franchising in the hospitality industry and the structure of and services offered by franchisors in the hospitality industry, etc..

HMG 4510

Hotel Development

1 U; 1st or 2nd term

This course will examine those factors to consider in determining hotel development including entry modes and country specifics, etc.. Decision criteria, ownership structure, financial management and profits, trends in hotel development will also be examined.

HMG 4511

Cruise Line Management

1 U; 1st or 2nd term

This course seeks to create awareness of the ocean cruise industry as a unique combination of the hospitality, tourism, marketing, and shipping industries. Topics covered include evolution of the modern cruise industry, market segmentation, itinerary and product development, ship design and regulatory issues, and cost and revenue issues.

HMG 4512

Club Management

1 U; 1st or 2nd term

This course is designed to familiarize students with club management as it compares to hotel

management. Topics include club management structure, club membership, types of private clubs, unique features of club operations, food and beverage operations, building and facilities management, and external and governmental influences.

HMG 4513

Hospitality Properties Mergers and Acquisitions

1 U; 1st or 2nd term

This course will familiarize students with issues and current trends concerning mergers and acquisitions of hospitality properties. Purpose and objectives of mergers and acquisitions activities and their relationships will be addressed. The course will examine the topics from different aspects: business, operating, corporate, legal and regulatory.

HMG 4514

Seminar on Managing Wine

1 U; 1st or 2nd term

Managing Wine is intended for Hospitality Majors who plan on managing food and beverage operations. The goal of the course is to provide students the opportunity to refine their knowledge of the major wine styles produced in the world and to develop their skills in wine list planning, wine pricing strategies, wine cost control, service staff wine training, wine merchandising and awareness of responsible beverage alcohol management. Ultimately the goal of wine service is to maximize guest satisfaction and operational profits while minimizing risk.

HMG 4700

Business Negotiation for Service Business

1st or 2nd term

This course introduces current research and thought on the negotiation process, and provides opportunities for course participants to apply the concepts and skills in simulations of actual negotiations. Strategic lessons are learned from different actual cases. The objective is to enable course participants to appreciate the art and science of negotiation, to understand how to resolve conflicts and derive the most out of bargaining. Prerequisite: MKT 2010.

Study Scheme

I. Major Programme

A. Applicable to students admitted in 2002-03 and thereafter

Students are required to complete a minimum of 76 units of courses as follows:

- | | | |
|-------|--|----------|
| (i) | Required Courses:
ACY 1111, 1112, DSE 1021, 1031, 2050#, FIN 2010#, HMG 1010, 1091, 1092, 1093, 1094, 1095, 1096, 3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 4110, 4800, 4900, MGT 2040#, MKT 2010# | 64 units |
| (ii) | Concentration Major Elective Courses:
Two required concentration elective courses selected from the following relating to the student's concentration area:
HMG 4010, 4020, 4030, 4040, 4060, 4080, 4140 | 6 units |
| (iii) | Other Major Elective Courses:
Any remaining Major elective courses other than the two concentration Major elective courses of a student's respective concentration area, including HMG 4010, 4020, | 6 units |

4030,4040,4060,4080,4140
 Any Major free elective courses including HMG 4050,4070,
 4090,4100,4130,4700,4501,4502,4503,4504,4505,4506,
 4507,4508,4509,4510,4511,4512,4513,4514

to be included in the Major GPA as well

Concentration Areas:

Students should choose one of the following concentration areas:

Marketing

Students are required to take HMG 4030, 4140 and 4900. For HMG 4900, students are required to select a topic in Marketing.

For free electives, students are suggested to choose from the following: MGT 4540, MKT 3020, 3030, 4040 and SOC 2207.

Human Resources Management

Students are required to take HMG 4010, 4080 and 4900. For HMG 4900, students are required to select a topic in Human Resources Management.

For free electives, students are suggested to choose from the following: MGT 3501, 4050, 4060.

Real Estate and Finance

Students are required to take HMG 4900 and choose 2 courses from HMG 4020, 4040 and 4060. For HMG 4900, students are required to select a topic in Real Estate and Finance.

For free electives, students are suggested to choose from the following: ECO 3440, FIN 3060, 3080, 4070, GRM 2105.

General Hospitality Management

Students are required to take HMG 4900 and choose 2 courses from HMG 4010, 4020, 4030, 4040, 4060, 4080 and 4140. For HMG 4900, students are required to select any hospitality topic.

For free electives, students are suggested to choose from the following: ECO 3440, FIN 3060, 3080, 4070, GRM 2105, MGT 3501, 4050, 4060, 4504, MKT 3020, 3030, 4040, SOC 2207, etc.

76 units

Recommended course pattern

First Year of Attendance

ACY 1111, 1112, DSE 1021, 1031, FIN 2010, HMG 1010, 1091, 1092, MGT 2040, MKT 2010

25 units

Second Year of Attendance

DSE 2050, HMG 1093, 1094, 3010, 3020, 3030, 3040, 3050, 3060, 3070 and 1 out of the following: HMG 4010, 4040, 4140

29 units

Third Year of Attendance

HMG 1095, 1096, 3080, 4110, 4800, 4900 and 1 out of the following: HMG 4020, 4030, 4060, 4080

16 units

Second and Third Years of Attendance

HMG 4010, 4020, 4030, 4040, 4050, 4060, 4070, 4080, 4090, 4100, 4130, 4140, 4700, 4501, 4502, 4503, 4504, 4505, 4506, 4507, 4508, 4509, 4510, 4511, 4512, 4513, 4514

6 units

Total: 76 units

B. Applicable to students admitted in 2001-02 and before

Students are required to complete a minimum of 76 units of courses as follows:

- | | | |
|-------|--|----------|
| (i) | Required Courses:
ACY 1111, 1112, DSE 1021, 1031, 2050 [#] , FIN2010 [#] , HMG 1010, 1093, 1094, 1095, 1096, 3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 4110, 4800, 4900, MGT 2040 [#] , MKT 2010 [#] | 63 units |
| (ii) | Concentration Major Elective Courses:
Two required concentration elective courses selected from the following relating to the student's concentration area:
HMG 4010, 4020, 4030, 4040, 4060, 4080, 4140 | 6 units |
| (iii) | One 1-unit course to make up for the 1 unit in Distinguished Speakers Series I and II (HMG 1091/1092) | 1 unit |
| (iv) | Other Major Elective Courses:
Any remaining Major elective courses other than the two concentration Major elective courses of a student's respective concentration area, including HMG 4010, 4020, 4030, 4040, 4060, 4080, 4140
Any Major free elective courses including HMG 4050, 4070, 4090, 4100, 4130, 4700, 4501, 4502, 4503, 4504, 4505, 4506, 4507, 4508, 4509, 4510, 4511, 4512, 4513, 4514 | 6 units |

[#] to be included in the Major GPA as well

Concentration Areas:

Students should choose one of the following concentration areas:

Marketing

Students are required to take HMG 4030, 4140 and 4900. For HMG 4900, students are required to select a topic in Marketing. For free electives, students are suggested to choose from the following:

MGT 4540, MKT 3020, 3030, 4040 and SOC 2207.

Human Resources Management

Students are required to take HMG 4010, 4080 and 4900. For HMG 4900, students are required to select a topic in Human Resources Management.

For free electives, students are suggested to choose from the following:
MGT 3501, 4050, 4060.

Real Estate and Finance

Students are required to take HMG 4900 and choose two courses from HMG 4020, 4040 and 4060. For HMG 4900, students are required to select a topic in Real Estate and Finance.

For free electives, students are suggested to choose from the following:
ECO 3440, FIN 3060, 3080, 4070 and GRM 2105.

General Hospitality Management

Students are required to take HMG 4900 and choose 2 courses from HMG 4010, 4020, 4030, 4040, 4060, 4080 and 4140. For HMG

4900, students are required to select any hospitality topic.
 For free electives, students are suggested to choose from the following :
 ECO 3440, FIN 3060, 3080, 4070, GRM 2105, MGT 3501, 4050,
 4060, 4504, MKT 3020, 3030, 4040, SOC 2207, etc.

	76 units
Recommended course pattern	
<i>First Year of Attendance</i>	28 units
ACY 1111, 1112, DSE 1021, 1031, 2050, FIN 2010, HMG 1010, MGT 2040, MKT 2010	
<i>Second Year of Attendance</i>	26 units
HMG 1093, 1094, 3010, 3020, 3030, 3040, 3050, 3060, 3070 and 1 out of the following: HMG 4010, 4040, 4140 and one 1-unit course to make up for HMG 1091/1092	
<i>Third Year of Attendance</i>	16 units
HMG 1095, 1096, 3080, 4110, 4800, 4900 and 1 out of the following: HMG 4020, 4030, 4060, 4080	
<i>Second and Third Years of Attendance</i>	6 units
HMG 4010, 4020, 4030, 4040, 4050, 4060, 4070, 4080, 4090, 4100, 4130, 4140, 4700, 4501, 4502, 4503, 4504, 4505, 4506, 4507, 4508, 4509, 4510, 4511, 4512, 4513, 4514	
Total:	76 units

2. Major GPA Calculation

All DSE, FIN, HMG, MGT and MKT courses coded 2000 and above, regardless of concentration, will be included in the calculation of the Major GPA for honours classification.

3. Summer Industry Internship I and II

Hotel and Tourism Management Majors are required to gain hands-on experience in hospitality, tourism and related industries during the summers of their first and second years of attendance. The internship can be either operational-based or project-based. All internship experiences must be approved by the School. Thus, for students who choose to self-place, it is his/her responsibility to seek prior written approval from the Director before the internship begins. The programme carries no credit but is a requirement for graduation. Both Internship I and II serve as pre-requisites for HMG 4900. That is, the enrollment in HMG 4900 is subject to the successful completion of the two summer internships requirements.

The purpose of Summer Industry Internship Programme is to allow students to gain a realistic expectation of the hospitality, tourism operations and in related industries. The primary objectives of the programme are:

- a. to provide management training opportunities for students to apply what they have learned in the classroom to solve real-world business problems related to the hospitality and tourism industry;
- b. to develop a good understanding of the different aspects of the hospitality and tourism operations in Hong Kong and abroad; and
- c. to strengthen and build characters, and instil professional attitude and passion in students towards the hospitality and tourism industry.

4. Faculty Language Requirement

I. Applicable to students admitted through the JUPAS

English

Hotel and Tourism Management Majors who have obtained Grade “D” or below in “Use of English” of HKALE* (AS Level) are required to complete ELT 1100 English Enhancement for Business Studies in their first year of attendance.

Chinese

Hotel and Tourism Management Majors who have obtained Grade “E” in “Chinese Language and Culture” of HKALE* (AS Level) are required to complete CHI 1660 Chinese for Faculty of Business Administration in their first year of attendance.

* *Obtained in that particular sitting of HKALE which the University has used to assess the admission qualification of the student concerned.*

II. Applicable to students admitted through the Early Admissions Scheme (EAS)

English

Hotel and Tourism Management Majors admitted through the Early Admissions Scheme are required to complete ELT 2501 Effective Oral Communication in their first year of attendance.

Chinese

Hotel and Tourism Management Majors admitted through the Early Admissions Scheme are required to complete CHI 1660 Chinese for Faculty of Business Administration in their first year of attendance.

III. Applicable to students NOT admitted through the JUPAS or EAS

English

Hotel and Tourism Management Majors NOT admitted through the JUPAS or EAS are required to complete ELT 1100 English Enhancement for Business Studies in their first year of attendance. They can take a replacement course for this course or be exempted from this course as approved by the Programme Director.

Chinese

Hotel and Tourism Management Majors NOT admitted through the JUPAS or EAS are required to complete CHI 1660 Chinese for Faculty of Business Administration in their first year of attendance. They can take a replacement course for this course or be exempted from this course as approved by the Programme Director.